



# DANA J. ABU ZAHRA

CLUSTER MARKETING MANAGER

## PERSONAL PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for unforgettable marketing campaigns.

## EDUCATION BACKGROUND

Al- Zaytouna University

ENGLISH/ARABIC TRANSLATION 2004 - 2005.

## SKILLS

- Exceptional communication and networking skills
- Successful working in a team environment, as well as independently
- The ability to work under pressure and multi-task
- The ability to follow instructions and deliver quality results

## WORK EXPERIENCE

Cluster Marketing Manager- Sep.2019- Present

IHG DEAD SEA HOTELS - CROWNE PLAZA JORDAN DEAD SEA RESORT & SPA & HOLIDAY INN RESORT DEAD SEA JORDAN

- Development and implementation of the Brand strategy.
- Developing the marketing strategy for new and existing products.
- Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.
- Work closely with product management team to define marketing materials and programs.
- Developing and delivering marketing and communications strategies for the hotels.
- Undertake continuous analysis of competitive environment and consumer trends.
- Food & Beverage activation on property.
- Social media, maintaining Facebook, Twitter, LinkedIn & Instagram accounts.
- Property requests such as signage for HR, F&B outlets, recreation and other departments.
- Monitor websites to ensure imagery is updated and contents are accurate.
- Photography: Responsible for orchestrating and executing photoshoots.
- On site promotions: Responsible for promoting and managing on-site events.
- set up a number of task forces at Intercontinental Aqaba Resort, and being fully aware about the IC brand standards, I managed to build up a solid online and offline marketing base for the resort.



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## WORK EXPERIENCE

- Media Visits & Media Fam Tours
- Execution of live radio broadcasts
- Ongoing projects as directed by DOM and GM

### Marketing Manager & Personal Assistant to GM - Jul.2018- Sep.2019.

HOLIDAY INN RESORT DEAD SEA JORDAN

- Serving as administrative liaison for all positions reporting to the general manager. Providing administrative support, which included organization and daily maintenance of office, communication system, filing, correspondence, copying, etc. All beside the current marketing duties, for Holiday Inn Resort.

### Guest Relations Manager Jun.15 - Oct.2015.

CROWNE PLAZA JORDAN DEAD SEA RESORT & SPA

- Ensure and provide flawless, upscale, professional and high class guest service experiences
- Analyze customer feedback and provide strategic direction to continuously improve overall rating
- Respond to guests needs and anticipate their unstated ones
- Expect and react promptly to guests' requirements and inquires
- Actively listen and resolve guests' complaints
- Oversee and coordinate all arrivals and departures of special guests (VIPs, SAs etc)
- Coordinate and manage communication between guests and staff and follow up to ensure complete service recovery
- Promote all amenities, conveniences and programs offered
- Direct, coach and manage guest relations team to ensure all standards and operating procedures are adhered to
- Appraise team's performance and produce reports
- Examine activities logbook, assign tasks appropriately and implement control schedule daily



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## WORK EXPERIENCE

Personal Assistant to Area General Manager/ Guest Relations Manager Jan.2014- Jun.2015

CROWNE PLAZA JORDAN DEAD SEA RESORT & SPA

- Responsible for daily communications including maintenance of calendar and appointments for the general manager
- Monitoring, all personnel functions, purchase orders, travel arrangements, requests for disbursements and requisite office supply
- Serving as administrative liaison for all positions reporting to the general manager. Providing administrative support, which included organization and daily maintenance of office, communication system, filing, correspondence, copying, etc.
- Functioning as team leader for administrative support team, responsibilities included, but were not limited to: planning monthly team meetings (scheduling and agenda development).
- Acting as the designated company liaison / point person for all company approved travel arrangements
- Ensuring accurate maintenance of all current files for all supplier agreements and contract documents
- Assisting the general manger in planning and implementing projects towards achieving goals and missions of the company
- Organizing daily appointments, communications and general work life of the GM to ensure enhanced effectiveness and efficiency
- Direct, coach and manage guest relations team to ensure all standards and operating procedures are adhered to
- Coordinate and manage communication between guests and staff and follow up to ensure complete service recovery
- Analyze customer feedback and provide strategic direction to continuously improve overall rating
- Ensure and provide flawless, upscale, professional and high class guest service experiences
- Taking the role of the manager on duty as per a monthly roster





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**WORK EXPERIENCE** duties and further details will be provided upon request.

**Deputy CEO Office Manager / VIP Relations- Sep. 2011- Jun.2013**

NUQUL AUTOMOTIVE

**Finance Coordinator & Director of Finance Office Manager- Jun.2009- Aug.2010**

KEMPINSKI HOTEL ISHTAR DEAD SEA

**Guest Relations Officer- May.2008- Jun.2009**

KEMPINSKI HOTEL ISHTAR DEAD SEA

**Trace & Customer Service Supervisor- Mar 2006- May 2008**

FEDEX JORDAN

**Merchandiser & Assistant Store Manager- Jan.2004- Feb.2006**

AL-IMAM TRADING GROUP (RETAIL): ESPRIT, GUESS & EVELYN

**Merchandiser & Assistant Store Manager- Jan.2003- Feb.2004**

ALISSAR TRADING CO. (RETAIL): RALPH LAUREN, CERUTTI, CHRISTIAN LACROIX, MARLBORO CLASSICS, PAUL SMITH & LACOSTE

**Guest Relations Officer- May.2008- Jun.2009**

KEMPINSKI HOTEL ISHTAR DEAD SEA

**Trace & Customer Service Supervisor- Mar 2006- May 2008**

FEDEX JORDAN

## PERSONAL INTERESTS

- Travelling
- Food tasting
- Photography

